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Rovita doo in Tobacco (Bosnia-Herzegovina)

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Abstracts

Rovita's parent company – Tvornica Duhana Rovinj, the largest regional manufacturer of tobacco products, will likely be acquired by British American Tobacco during 2015. British American Tobacco is not likely to cancel production of regionally recognisable brands like Ronhill, York and Walter Wolf, which are among the best-selling cigarettes brands in Bosnia-Herzegovina. However, acquisition of Rovita will likely be a chance for British American Tobacco to improve its currently weak presence in...

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